

Rep Order# 9803238 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/24/2012 8:11 AM  
Last Received: 08/23/2012 5:40 PM  
Showing Buylines: All Lines

1 of 3

Station EKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL ISSUE GROU  
Product PRIORITIES USA ACTIO  
Estimate# 1566  
Buyer Media Placement  
Phone#  
Fax#

52918  
Agency ( ) MUNDY KATOWITZ MEDIA  
1322 G ST SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1566  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU	6A-7A	GD MRN CINN@6	:30	\$125.00	10/23-10/23	1	1	1	\$125.00	
	2	W	6A-7A	GD MRN CINN@6	:30	\$125.00	10/24-10/24	1	1	1	\$125.00	
	3	TH	6A-7A	GD MRN CINN@6	:30	\$125.00	10/25-10/25	1	1	1	\$125.00	
	4	F	6A-7A	GD MRN CINN@6	:30	\$125.00	10/26-10/26	1	1	1	\$125.00	
	5	M	6A-7A	GD MRN CINN@6	:30	\$125.00	10/29-10/29	1	1	1	\$125.00	
	6	TU	7A-8A	GD MRN CINN@7	:30	\$250.00	10/23-10/23	1	1	1	\$250.00	
	7	TH	7A-8A	GD MRN CINN@7	:30	\$250.00	10/25-10/25	1	1	1	\$250.00	
	8	F	7A-8A	GD MRN CINN@7	:30	\$250.00	10/26-10/26	1	1	1	\$250.00	
	9	TU	8A-9A	LITTLE HOUSE	:30	\$150.00	10/23-10/23	1	1	1	\$150.00	
	10	W	8A-9A	LITTLE HOUSE	:30	\$150.00	10/24-10/24	1	1	1	\$150.00	
	11	M	8A-9A	LITTLE HOUSE	:30	\$150.00	10/29-10/29	1	1	1	\$150.00	

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Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	TU	1230P-1P	TMZ	:30	\$150.00	10/23-10/23	1 P1	1	1	\$150.00	
	13	TH	1230P-1P	TMZ	:30	\$150.00	10/25-10/25	1	1	1	\$150.00	
	14	W	1P-130P	AMR FUN-VIDEOS	:30	\$200.00	10/24-10/24	1 P1	1	1	\$200.00	
	15	M	1P-130P	AMR FUN-VIDEOS	:30	\$200.00	10/29-10/29	1	1	1	\$200.00	
	16	TH	130P-2P	AMR FUN-VIDEOS	:30	\$200.00	10/25-10/25	1	1	1	\$200.00	
	17	F	130P-2P	AMR FUN-VIDEOS	:30	\$200.00	10/26-10/26	1	1	1	\$200.00	
	18	TU	6P-630P	FAMILY GUY	:30	\$300.00	10/23-10/23	1 P1	1	1	\$300.00	
	19	TH	6P-630P	FAMILY GUY	:30	\$300.00	10/25-10/25	1	1	1	\$300.00	
	20	W	630P-7P	AMERICAN DAD	:30	\$300.00	10/24-10/24	1	1	1	\$300.00	
	21	M	630P-7P	AMERICAN DAD	:30	\$300.00	10/29-10/29	1	1	1	\$300.00	
	22	TU	7P-730P	TWO & HALF MEN	:30	\$500.00	10/23-10/23	1 P2	1	1	\$500.00	
	23	W	10P-1035P	LOCAL12 NWS@10<	:30	\$350.00	10/24-10/24	1 P2	1	1	\$350.00	
	24	SA	10P-1035P	LOCAL12 NWS@10<	:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
	25	SU	10P-1035P	LOCAL12 NWS@10<	:30	\$350.00	10/28-10/28	1	1	1	\$350.00	
	26	M	10P-1035P	LOCAL12 NWS@10<	:30	\$350.00	10/29-10/29	1	1	1	\$350.00	
	27	TU	1035P-1105P	SEINFELD<	:30	\$200.00	10/23-10/23	1 P2	1	1	\$200.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	TH	1035P-1105P	SEINFELD<	:30	\$200.00	10/25-10/25	1 P2	1	1	\$200.00	
	29	F	1035P-1105P	SEINFELD<	:30	\$200.00	10/26-10/26	1	1	1	\$200.00	
	30	TH	1105P-1135P	TWO & HALF MEN<	:30	\$300.00	10/25-10/25	1 P1	1	1	\$300.00	
	31	SU	2P-3P	LAW&ORDER CI	:30	\$150.00	10/28-10/28	1 P4	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 31 / \$7,075.00

---SALES MONTHLY TOTALS---

Oct 12: 26 / \$5,950.00 Nov 12: 5 / \$1,125.00

Sales Totals: 31 / \$7,075.00

Station Totals: 31 / \$7,075.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$141,500	CABL 0%	EKRC 5%	UNKN 0%	WBQC 0%	WCPC 23%
		WKRC 28%	WLWT 24%	WSTR 4%	WXIX 16%	

Books null  
Demos RA35+

# Spot Manager: All, 10/23/12-10/29/12

Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52918												
Line: 1												
10/23/12	Tuesday		:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$125.00							1	
Line: 2												
10/24/12	Wednesday		:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$125.00							1	
Line: 3												
10/25/12	Thursday		:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$125.00							1	
Line: 4												
10/26/12	Friday		:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$125.00							1	
Line: 5												
10/29/12	Monday		:30	\$125.00		6a Good Morn Cincinna 6a-7a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$125.00							1	
Line: 6												
10/23/12	Tuesday		:30	\$250.00		7a Good Morn Cincinna 7a-8a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$250.00							1	
Line: 7												
10/25/12	Thursday		:30	\$250.00		7a Good Morn Cincinna 7a-8a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$250.00							1	
Line: 8												
10/26/12	Friday		:30	\$250.00		7a Good Morn Cincinna 7a-8a		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$250.00							1	
Line: 9												
10/23/12	Tuesday		:30	\$150.00		M-F 8a-9a	8a-9a	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$150.00							1	
Line: 10												
10/24/12	Wednesday		:30	\$150.00		M-F 8a-9a	8a-9a	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$150.00							1	
Line: 11												
10/29/12	Monday		:30	\$150.00		M-F 8a-9a	8a-9a	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$150.00							1	
Line: 12												
10/23/12	Tuesday		:30	\$150.00		M-F 1230p-1p	1230p-1p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$150.00							1	
Line: 13												
10/25/12	Thursday		:30	\$150.00		M-F 1230p-1p	1230p-1p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH

[Filtered by: ] [Sorted by: Station]

# Spot Manager: All, 10/23/12-10/29/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52918												
Line: 13												
				\$150.00							1	
Line: 14												
10/24/12	Wednesday		:30	\$200.00		M-F 1p-2p	(1:00:00 PM-1:30:00 P	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$200.00							1	
Line: 15												
10/29/12	Monday		:30	\$200.00		M-F 1p-2p	(1:00:00 PM-1:30:00 P	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$200.00							1	
Line: 16												
10/25/12	Thursday		:30	\$200.00		M-F 1p-2p	(1:30:00 PM-2:00:00 P	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$200.00							1	
Line: 17												
10/26/12	Friday		:30	\$200.00		M-F 1p-2p	(1:30:00 PM-2:00:00 P	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$200.00							1	
Line: 18												
10/23/12	Tuesday		:30	\$300.00		M-F 6p-630p	6p-630p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$300.00							1	
Line: 19												
10/25/12	Thursday		:30	\$300.00		M-F 6p-630p	6p-630p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$300.00							1	
Line: 20												
10/24/12	Wednesday		:30	\$300.00		M-F 630p-7p	630p-7p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$300.00							1	
Line: 21												
10/29/12	Monday		:30	\$300.00		M-F 630p-7p	630p-7p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$300.00							1	
Line: 22												
10/23/12	Tuesday		:30	\$500.00		M-F 7p-730p	7p-730p	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$500.00							1	
Line: 23												
10/24/12	Wednesday		:30	\$350.00		M-F 10p Local 12 News 10p-1035p		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$350.00							1	
Line: 24												
10/27/12	Saturday		:30	\$350.00		M-Su 10p Local 12 New 10p-1035p		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$350.00							1	
Line: 25												
10/28/12	Sunday		:30	\$350.00		M-Su 10p Local 12 New 10p-1035p		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$350.00							1	

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Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
Advertiser: Priorities USA Action												
Agency: Mundy Katowitz Media												
Station: EKRC-TV												
Order: 52918												
Line: 26												
10/29/12	Monday		:30	\$350.00		M-F 10p Local 12 News 10p-1035p		PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$350.00							1	
Line: 27												
10/23/12	Tuesday		:30	\$200.00		M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$200.00							1	
Line: 28												
10/25/12	Thursday		:30	\$200.00		M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$200.00							1	
Line: 29												
10/26/12	Friday		:30	\$200.00		M-F 1035p-1105p	1035p-1105p	PRIORITIES USA ACTIO 1566		P-2	1	MWASH
				\$200.00							1	
Line: 30												
10/25/12	Thursday		:30	\$300.00		M-F 1105p-1135p	1105p-1135p	PRIORITIES USA ACTIO 1566		P-1	1	MWASH
				\$300.00							1	
Line: 31												
10/28/12	Sunday		:30	\$150.00		Su 12p-7p	(2:00:00 PM-3:00:00 P	PRIORITIES USA ACTIO 1566		P-4	1	MWASH
				\$150.00							1	
				\$7,075.00							31	
				\$7,075.00							31	
				\$7,075.00							31	
				\$7,075.00							31	
				\$7,075.00							31	
				\$7,075.00							31	

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